



MY TIMBERLAND CAMPAIGN




UNTIL 9th DECEMBER



HOW IT ALL STARTED...

TO INCREASE TIMBERLAND STORES FLOW, THROUGH AN ACTION THAT WAS BOTH CONSUMER ENGAGING AND BRAND ENDEARING, SO ALL COSTUMERS WOULD KEEP IT ON THEIR TOP OF MIND.



Timberland 

CHANGE YOUR OLD ADVENTURES FOR NEW ONES



BRING US YOUR OLD TIMBERLANDS,
TELL US THEIR STORY AND GET
DISCOUNT ON YOUR NEW ONES.



WHAT ARE WE ASKING OUR CLIENTS TO DO?

1. BRING US YOUR OLD TIMBERLAND WITH ALL THEIR STORY AND GET SOME NEW ONES WITH DISCOUNT.
2. SHARE ADVENTURES
3. HELP AFRICA SHOES

Timberland

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PHOTOS: LONDON - 2000, LONDON SUPPER PARTIES - 2002, OXLEYFEST - 2004, PARIS - 2005, ROGER PARK - 2005

GO TO → WWW.MYTIMBERLAND.PT

download a file (or ask for one in any of our stores) to help you tag your old shoes. Have fun remembering all the adventures you both have been through. Then hand them - along with their Story Tag - in any Timberland store and get a discount buying your new ones. We will take care of the online publishing and joining your shoes personal history to our own.

PLANT ONE TREE PLANT ONE TREE

SINCE THE START OF OUR TREE PLANTING PROGRAM IN 2007, THE TIMBERLAND TEAM IN PORTUGAL HAS PLANTED MORE THAN 100,000 TREES

Timberland **Earthkeepers**

africa shoes

IF YOUR OLD TIMBERLANDS STILL FIND THE STRENGTH TO KEEP WALKING, THEY'LL HIT THE ROAD AS SOMEONE ELSE'S SHOES. SOMEONE WHO NEEDS THEM. WE'LL GET THEM ON TRACK.



KEY TO OUR ACTION: THE MICRO-SITE WWW.MYTIMBERLAND.PT

IT WILL WORK LIKE A “FACEBOOT”. (YOU KNOW, FACEBOOK FOR SHOES)

THERE WILL BE A “GALLERY”, WHERE ALL **HANDED-IN SHOES PICTURES AND HISTORIES** WILL BE PRESENTED. HERE WE CAN SHARE OUR ADVENTURES WITH OUR FRIENDS; WE CAN CONSULT OR JUST PEEK IN OTHER PEOPLE ADVENTURES.

THIS MICRO-SITE WILL WORK BASED ON A FACEBOOK APP, WHICH ALLOWS US TO SHARE WHAT WE FIND IN OUR OR A FRIEND’S WALL.

IT ALSO ALLOWS US TO **VOTE** ON THE BEST OR MORE INSPIRED STORIES, BY “LIKING” THEM. IT EVEN ALLOWS US TO ACCESS LOG-INS, FOR COLLECTING DATABASE INFORMATION.

MICROSITE:

1. INFO ABOUT CAMPAING
2. ADVENTURES + PHOTOS
3. SHARING STORYS
4. VOTING FOR BEST STORY

TROQUE AS SUAS VELHAS AVENTURAS POR NOVAS

PROMOÇÃO VÁLIDA DE 1 DE OUTUBRO A 18 DE NOVEMBRO DE 2012, NAS LOJAS ADERENTES.

Timberland

COMO PARTICIPAR?
Entregue o seu calçado usado Timberland nas lojas aderentes, juntamente com o [Formulário de Adesão](#) e partilhe connosco a história dos seus velhos Timberland.

COMO OBTER UM VALE DE DESCONTO?
Ao entregar-nos os seus velhos Timberland ganha um vale de desconto de **20€** (calçado de adulto) ou **10€** (calçado de criança).

QUE DESTINO TERÃO OS MEUS VELHOS TIMBERLAND?
África! Se os seus velhos Timberland ainda têm forças para continuar a caminhada, vão fazer-se à estrada nos pés e na história de alguém que precisa deles. A Africa Shoes, uma instituição que entrega produtos em segunda mão em África, juntou-se à Timberland para ajudar quem mais precisa.

A MINHA HISTÓRIA VALE UM PRÉMIO?
Junte a sua à nossa história. Todas as histórias serão votadas online e as 10 com maior número de likes serão premiadas com vales Timberland até **700€**.

AFRICA SHOES
WWW.AFRICASHOES.COM

[DOWNLOAD DO FORMULÁRIO](#) [SAIBA MAIS](#)

POWERED BY **betrend**



EVERY PAIR CAN BE CLOSELY WATCHED, IN FULL DETAIL
AND WITH ITS COMPLETE HISTORY.

The screenshot shows a web browser window titled "MyTimberland" with the URL "http://mytimberland.pt/". The main heading reads "YOUR TIMBERLANDS HAVE A STORY TO TELL." with an image of a pair of boots. The central focus is a profile for "ANA PACHECO" featuring a pair of yellow boots. The profile text includes: "Timberland ANA PACHECO LISBON - 2003" with a like count of 3678 and a "SHARE" button. Below this, it says: "THEY HAVE ALREADY STEPPED A FEW DIFFERENT CONTINENTS, LIVED MANY ADVENTURES AND A FEW STORIES - SOME FOR TELLING, OTHER NOT SO MUCH. ALL BRANDS HAVE A SENTIMENTAL VALUE BECAUSE THEY REMIND US OF SPECIAL MOMENTS." and "COUNTRIES THEY STEPPED: PORTUGAL, SPAIN, BRAZIL, ITALY, MOROCCO, FRANCE, BELGIUM, NETHERLANDS...". To the right, there is a "Facebook LOG IN" button and a search section titled "SEARCH BY" with input fields for "PLACES", "NAMES", and "DATE". Below that is a "WEEKS' BEST" section featuring a smaller image of the yellow boots and the same profile information and text as the main profile. At the bottom right, there is a copyright notice: "© 2012 THE LICENSING CO. ALL RIGHTS RESERVED. PRIVACY POLICY | TERMS OF USE | FAQ".



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A promotional card with a light brown, textured top half and a dark grey bottom half. The Timberland logo is in the top right. The main headline is in large, bold, black letters. The bottom section contains a call to action in white, uppercase letters.

SHOP MATERIAL



LEAFLET

STAND-UP

Timberland

TROQUE AS SUAS VELHAS AVENTURAS POR NOVAS

TRAGA-NOS OS SEUS VELHOS TIMBERLAND E TODA A SUA HISTÓRIA E LEVE UNS NOVOS COM DESCONTO.

VÁ A → WWW.MYTIMBERLAND.PT

faça download da ficha histórica que irá acompanhar os seus velhos sapatos (ou peça a uma em qualquer uma das nossas lojas) e entregue-a com a respectiva ficha em qualquer loja Timberland e ganhará desconto na compra de uns novos. Não falamos em entregar os sapatos e juntar on-line, a sua história à nossa.

OS SEUS TIMBERLAND CONTAM UMA HISTÓRIA.

TODA NOS OS SEUS VELHOS TIMBERLAND E TODA A SUA HISTÓRIA E LEVE UNS NOVOS COM DESCONTO.

Timberland

NOME: _____
 EMAIL: _____ TELEMÓVEL: _____
 LOCALIDADE: _____ LIMBA-SE QUANDO OS COMPROU! _____
 POR QUE PARECE ANDARAM? _____
 CONTE-NOS OS MOMENTOS ESPECIAIS PASSADOS PELOS SEUS TIMBERLAND _____

Timberland

AS SUAS VELHAS AVENTURAS POR NOVAS

TRAGA-NOS OS SEUS VELHOS TIMBERLAND E TODA A SUA HISTÓRIA E LEVE UNS NOVOS COM DESCONTO.

...o, que pelo menos tem coisas que momentos inesquecíveis, já têm a pele, nós damos-lhe o desconto na compra de uns novos, reviver e partilhar.

VÁ A → WWW.MYTIMBERLAND.PT

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Ficha histórica que funciona como divulgação e acompanha o calçado entregue.

AFRICA SHOES BOX





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MEDIA



PR

WE WILL SEND A PRESS KIT TO SEVERAL JOURNALISTS, SO THEY TAKE PART ON THE CAMPAIGN, TOO.

THAT WILL ADD SOME BUZZ TO THE ACTION.

THE SAME KIT WILL BE USED AS AN INVITATION FOR CELEBRITIES TO JOIN US IN THIS CAMPAIGN.





STREET ACTION

WE WILL CREATE TWO GIANT BOOTS, TO DO A ROADSHOW IN THE MAJOR SHOPPING MALLS IN THE COUNTRY AND WHERE WE HAVE TIMBERLAND STORES.

IN COLOMBO, WE WILL ALSO HAVE A FLASH MOB WITH SEVERAL DANCERS AROUND THE GIANT BOOT.





RADIO

THE **LIVE COPY FORMAT** WILL BE ABLE TO MAKE THE CAMPAIGN BIGGER AND BOLDER, WITH THE HELP OF OUR NEW PARTICIPANTS: WITH SEVERAL NEW ENTRANCES, THEIR GREAT PERSONALITIES AND CREATIVE SPIRIT, THE TEAM OF RADIO PROGRAM **“MANHÃS DA COMERCIAL”** WILL HAVE NO TROUBLE TURNING THIS ACTION INTO VERY POPULAR RADIO SPOTS.

AT THE SAME, WE WILL HAVE REGULAR SPOTS, 20 SECONDS, IN THE 2 MAIN POTUGUESES RADIOS: **RADIO COMERCIAL** AND **RFM**.



INTERNET

THE CAMPAIGN WILL ALSO HAVE A STRONG INTERNET COMMUNICATION, IN GOOGLE AND FACEBOOK.

